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### QUESTION 1

When customers use the Marketing Cloud default Profile Center link to unsubscribe it causes users to not receive emails from any other business unit.

What could explain this behavior?

- A. The user gets Added to a blocklist that causes an Enterprise level unsubscribe
- B. The user Is getting deleted from the AN Subscribers list
- C. Data in data extensions corresponding to the customer
- D. Is removed Business unit unsubscribe setting causes an Enterprise level unsubscribe

Correct Answer: B

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### QUESTION 2

A Marketing Cloud admin is tasked with requesting Marketing Cloud Connect Multi-Org enablement. What consideration should be given to the preference profile centers for this integration?

- A. Branding for each business units\' profile centers will be inherited from the default business unit setup.
- B. Profile/Preference centers are automatically created for each business unit connected through Multiorg
- C. Multi org does not support the standard profile preference center for the business units.
- D. Profile/Preference centers for Multi-Org accounts are configured in the Salesforce CRM settings.

Correct Answer: C

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### QUESTION 3

Northern Trail Outfitters wants to pass the email address of a subscriber to a landing page through a URL parameter from a promotional email.

Which Marketing Cloud capability allows for secure transmission of the email address?

- A. CloudPagesURL AMPscript function
- B. Web Analytics Connector
- C. Link Wrapping

Correct Answer: A

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### QUESTION 4



Northern Trail Outfitters runs a nightly automation consisting of a File Transfer and a File Import. Following an update from the engineering team, the automation began failing. The Marketing Cloud admin suspects the CSV file now has an invalid format.

How could the admin receive a file of the bad data rows to confirm this theory?

- A. Move the File Transfer to its own automation and include a notification email address
- B. Move the Import definition to its own automation and include a notification email address
- C. Update the Import definition to include a notification email address
- D. Update the automation to include a notification email address for Runtime Errors

Correct Answer: C

#### QUESTION 5

Marketing Cloud admin is asked to determine the total number of emails sent across all of their business units in the last calendar year

Where would the admin retrieve this information?

- A. Contact Builder > All Contacts > Email
- B. Analytics Builder > Reports > Email Send Report
- C. Email Studio > Email > Tracking > Sends
- D. Studio > Email > Subscribers > All Subscribers

Correct Answer: B

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